

LEO BURNETT U.S.A.
A DIVISION OF LEO BURNETT COMPANY, INC.
ADV 2046-20 REG. # 501042 "I'LL CALL YOU" P&H: 4C-BUD (199) x 11 (10) NATL. MARCH 1997



... To us, "I'll call you," means tomorrow,
not sometime before the next century.

VIRGINIA SLIMS
It's a woman
thing.

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8 mg "tar," 0.7 mg nicotine av. per cigarette by FTC method.

SURGEON GENERAL'S WARNING: Cigarette
Smoke Contains Carbon Monoxide.



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